



TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode				
	Households	HHs %	% US HHs	Index
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Affluent Estates (L1)	782	7.64%	9.9%	77
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	0	0.00%	7.5%	0
GenXurban (L5)	1,551	15.15%	11.4%	133
Cozy Country Living (L6)	787	7.68%	12.0%	64
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	1,421	13.88%	10.9%	127
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	1,372	13.40%	6.2%	216
Hometown (L12)	1,301	12.70%	6.1%	207
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	3,028	29.57%	1.6%	1,836

